



The Voice of the Vineyards

The Weekly Electronic Bulletin of the Rotary Club of Healdsburg

*"The mission of a bulletin is inform the membership,
comfort the afflicted and afflict the comfortable"*

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Editor/Publisher: **George Heath**

July 15, 2024

WELCOME

President **Jim Westfall** rang the opening bell and welcomed everyone.

PLEDGE OF ALLEGIANCE:



Tom Cleland led the Pledge of Allegiance

GUESTS & VISITING ROTARIANS:



✓ **Doug Helman** – visiting Rotarian from Ohio



✓ **Shaun Shields** – Sunrise Rotary Club

- ✓ Amy Moya – guest of Chandra Jones



- ✓ Markus Germuend – today’s speaker from Maximize Meaningful Education (M2E)
- ✓ Monique Bobadilla – today’s speaker from Maximize Meaningful Education (M2E)

THOUGHT FOR THE DAY

By three methods we may learn wisdom:
First, by reflection, which is noblest;
Second, by imitation, which is easiest;
Third by experience, which is the bitterest.

– Confucius (551-479 BCE)

BOOKS, MOVIES, & THEATER RECOMMENDATIONS



Dave Henderson recommended [American Nations](#) by Colin Woodard. This book is a history of the eleven rival regional cultures of North America. Utilizing a sophisticated process of “forensic precinct analysis,” Woodard profiles the underlying values that distinguish us and set us apart. The book helps to explain many of the cultural and political divides in contemporary America.

TRIVIA QUIZ

For the second week in a row, President Jim stumped all attendees with the Trivia Quiz. He asked: “What is it about a rat’s constitution that makes them particularly susceptible to poison?”

⇒ No one present knew the correct answer: they cannot vomit.

UPCOMING CLUB SOCIAL EVENTS

President Jim reviewed our Club's upcoming social events:

✚ Tuesday, July 16: Tuesdays in the Plaza

Our Club is sponsoring this Tuesday's concert. We'll begin to gather at 5:00 for the concert, which runs from 6:00 – 8:00. This week's featured group is Fleetwood Macramé, a Fleetwood Mac tribute band. Bring a lawn chair, a potluck item to share, and a beverage!

✚ Monday, July 22: District Governor Reception

Next Monday our new District Governor, **Jim O'Grady**, will be attending our Board meeting and presenting to our Club. On Monday evening, **President Jim** and his wife Julie Hanamura will host a reception for the District Governor at their home. All Club members and their partners are welcome! Bring a potluck item to share and a beverage.

✚ Friday, August 2: Dr. Dave Anderson's Brandt Beach BBQ

There is still space available for anyone wishing to attend the Brandt Beach BBQ that was generously purchased by **Dr. Dave Anderson** and donated back to our Club. The cost is just \$60 per person contribution to Polio Plus.

There are Google docs available for sign-up to all three events. **President Jim** also circulated paper sign-ups, limited only by our lack of clipboards!

ADMINISTRATIVE ITEM: PLEASE CORRECT OR VERIFY YOUR PERSONAL CELEBRATION DATES

President Jim noted that when we converted from ClubRunner to DACdb, our members' birthdays, wedding anniversaries, and Rotary anniversaries were inexplicably run through a random number generator. He circulated a sheet with the current DACdb dates so members could correct or verify them. If you didn't have a chance to see the paper sheet, please reach out to **President Jim** with your correct dates.

OTHER ANNOUNCEMENTS



✚ Crab Feast Volunteers

Doug Lyle announced that he and **Pat Williams** will once again head up the task of coordinating volunteers for the Crab Feast. Planning for this event is

already underway, and many of our members have stepped up for key volunteer responsibilities. **Doug** made a special request for anyone who would be willing to take on the critical role of Kitchen Management. Based on last year's experience, there are extensive notes and recommendations that were prepared by **Norm Fujita** and **Jim Brenton**, along with last year's Chairs, **Jaime Campoverde** and **Doug Garrett**. The Kitchen Management role will definitely be more manageable and may be divided among two or more Rotarians. Please reach out to **Doug** or **Pat** for further information.

SCARC Dinner, July 25 at 5:30

The monthly Sonoma County Association of Rotary Clubs (SCARC) dinner will be held Thursday, July 25, at 5:30 pm at 5700 Occidental Road in Santa Rosa. You can enjoy this Mexican fiesta for just \$60 – and if you are a red badge member our Club will cover your fee! The deadline to register is July 22. Please RSVP to: KathyRogers@WestCounty.estate

Stewardship Day with LandPaths at Riddell Preserve, August 9, 9:00 am -1:00

Environmental Director **Norm Fujita** announced that on Friday, August 9, there will be an opportunity to work with LandPaths at the beautiful Riddell Preserve, located off of West Dry Creek Road. Please reach out to **Norm** to sign up or ask any questions.

Climate Ride, August 17

Norm Fujita also announced that on Saturday, August 17, Kendall Jackson Winery will be sponsoring a Climate Ride. Thanks to **Pat Williams** for spotting this item in the Healdsburg Chamber of Commerce newsletter! **Norm** is currently researching the possibility of obtaining Healdsburg Rotary Club cycling jerseys for our members. The registration fee for the ride is \$50, and there is a \$150 fundraising minimum. For more details, please check with **Norm** or go to: <https://www.climateride.org/events/wine-country/>



Unsung Heros & Heroines

President Jim introduced a new honor: Unsung Heros & Heroines. The first recipient of this award is our own Webmaster **Dick Bertapelle!**

Club Website search recognition

Since our conversion to DACdb, it turned out that our Club's website was not being recognized by internet search engines. **Dick** reached out to the DACdb team but they provided a non-explanation and no assistance. So **Dick** researched search engine



optimization (SEO) documentation and discovered the cause of the issue with DACdb. He was able to fix our website, with the result that we now show up first in any relevant internet search. Kudos to Webmaster **Dick**, a no-longer unsung hero!

CELEBRATIONS

President Jim shared the random dates generated by DACdb and offered congratulations to the following members:

Birthdays

- **Bob Livingston** – July 7
- **Brad Pender** – July 8

Rotary Club Anniversaries

- **Andrew Sturmfels** – July 2
- **Joe Sobolewski** - July 10
- **Tim Regan** - July 12

Only **Tim Regan** was in attendance. **Tim** donated \$25 to Polio Plus.



HAPPY DOLLARS



❖ **Mark Decker** and his wife Peggy just returned from a fabulous 17-day trip through France and Belgium. Highlights included visits to Paris and Bruges, along with seeing where Allied troops in World War II fought the Battle of the Bulge and landed on Omaha Beach during the D-Day invasion. **Mark** brought a flask for **President Jim**, reminiscent of what soldiers could have carried and perfectly suitable for keeping in his golf bag! **Mark** donated \$50 to his Paul Harris in memory of his Dad, who was on Omaha Beach during the Allied invasion of Normandy.

- ❖ **Jaime Campoverde** and his wife Donna enjoyed a wonderful cruise to Alaska, where they could see first-hand the impact of global warming. **Jaime** discovered that they make golf balls in Alaska, and brought some for **President Jim**, along with kelp pickles from Sikta. **Jaime** donated \$50 to Polio Plus.



❖ **Nita Parker** recounted the grueling odyssey she faced in helping our Rotary Youth Exchange student Lara pack up, get to San Francisco, and re-pack her bags to make the weight limit while **Nita's** car was parked outside in the "No Parking" zone. **Nita** was grateful that she somehow escaped without a ticket, and also thanked **Jerry Ogden** for helping with transportation. **Nita** donated \$50 to the Scholarship Fund.



❖ **Eric Drew** reminded us of that auspicious day when many of us received our first welcome letter from AARP. **Eric's** son **Devin** just hit that 50th birthday milestone! And **Eric** recalled how **Devin** attended his first Crab Feast 49 and-a-half years ago. Although **Devin** was not able to join Monday's meeting, **Eric** generously donated \$200 to **Devin's** Paul Harris.



❖ **Barbara Oddone** expressed her appreciation for the fog that has cooled us down and brought us back to more typical summer weather for Healdsburg. She donated \$25 to the Cub.

TODAY'S PROGRAM – MAXIMIZE MEANINGFUL EDUCATION (M2E)



Jaime Campoverde introduced today's speakers, Markus Germuend and Monique Bobadilla. Markus is the co-founder and Chairman of Maximize Meaningful Education (M2E), and Monique is the co-founder and Managing Director of the organization. **Jaime** met Markus and Monique when they all worked together at Genentech/Roche. Markus and Monique both had long careers in biotech and life sciences before a sabbatical experience in Uganda and Rwanda led them to found Maximize Meaningful Education.

The purpose of the M2E Foundation is to sustainably impact African children's lives and their communities through education. The organization transforms primary school performance by investing in leadership, capacity building, and

coaching of headmasters and teachers with the result that children have access to high quality education and the opportunities that entails.

M2E focuses on addressing the problem of poor education outcomes in public primary schools in rural areas of Rwanda. According to UNESCO's Global Education Monitoring Report:

- Only two out of three children in Sub-Saharan Africa who enter primary school go on to complete it.
- Only 18% of all primary-school children achieve minimum proficiency in reading and mathematics.
- Of all the children who enroll in primary school, only 9% make it to tertiary education and only 6% graduate.

These poor education outcomes trap children into a recurring cycle of poverty.

In Rwanda, these educational problems have been further complicated by language issues. Kinyarwanda is the official language of Rwanda. However, since the Belgian occupation of the country began in 1916, French had been the administrative language and the language of instruction in schools. But in 2008, the government changed the medium of education from French to English. This change created additional challenges for teachers, many of whom did not know English. Teachers were teaching in French, but tests were administered in English.

Into this very challenging educational environment, M2E focused on three areas to transform schools and student performance:

- Establish trusted partnerships with all authorities, including the Ministry of Education and the heads of the 31 districts (states) in the country.
- Implement a robust leadership development program for headmasters, providing them with the skills they need to lead effectively and develop their teaching staffs.
- Train teachers in English language skills, collaboration, and student engagement so they can be accountable for student performance.

With this approach, M2E has been able to help one of the poorest and worst-performing primary schools in Rwanda to achieve education results that were among the highest in their district and



were at the same level as the best private schools in the country. Now the organization is working to scale their impact so that more headmasters, teachers, and students can benefit.

M2E receives financial support from private donors and from organizations throughout Europe. More information about the organization is available at: <https://m2eafrica.org/>

RAFFLE

Your humble scribe, **Andy Elkind**, was fortunate to win the raffle. However, **Andy** did not select the coveted white marble. He walked away with a fine bottle of Murphy-Goode Zinfandel.



CLOSING

President Jim rang the bell at 1:32 to conclude the meeting.

Upcoming Programs

⇒ District Governor, July 22

Next week, on Monday, July 22, we'll hear from our new District Governor, **Jim O'Grady**.

⇒ Santa Rosa Laguna Foundation, July 29

Two weeks from today, on Monday, July 29, our presentation will be by **Anne Morkill**, Executive Director, of the Santa Rosa Laguna Foundation.